

**What is Claimed:**

1. A channel letter comprising  
an enclosure having walls defining the figuration of said letter and having  
an open front,  
said walls having an inner surface, a rearward end and a forward end,  
said walls, as seen in cross section, extending linearly without interruption  
by the provision of a shoulder, from said rearward end to said forward end,  
a planar transparent lens having a forward surface, a rearward surface  
and an outer edge in said shape of said letter and sized to fit within said walls of  
said enclosure,  
a sealing means attached only to said transparent lens and located  
between said outer edge of said lens and said walls of said enclosure,  
a first retainer means contacting said forward surface for retaining said  
lens within said enclosure,  
a second retainer means for contacting said rearward surface for retaining  
said lens from moving rearward within said enclosure, and  
a light source within said enclosure.

2. A channel letter in accordance with claim 1 and further comprising a plurality of retainer members wherein each said retainer member has a first retainer means and a second retainer means thereon.

3. A channel letter in accordance with claim 1 where each of said plurality of first retainer means comprises

a mounting portion and a retaining portion,

said mounting portion having a surface for mounting against one of said walls, and

said retaining portion having a surface for engaging a forward surface of said lens.

4. A channel letter in accordance with claim 1 where each of said plurality of second retainer means comprises

a mounting portion and a retaining portion,

said mounting portion having a surface for mounting against one of said walls, and

said retaining portion having a surface for engaging a rearward surface of said lens.

5. A channel letter comprising  
an enclosure having a plurality of opposing walls defining the shape of a letter,

said walls having forward ends,

opposing walls of said enclosure separated by a first distance,

a light element within said enclosure,

a transparent lens having an inner surface and opposing outer edges defining the shape of said letter,  
said opposing outer edges of said lens separated by a second distance greater than said first distance whereby said outer edges overhang said walls of said enclosure,

retainer means for retaining said lens across said outer ends of said walls, and

a strip of flexible material on said inner surface of said lens, said strip of flexible material extending parallel to at least one of said edges of said lens and offset from said edge a distance whereby said strip of flexible material extends between said opposing walls and abutting one of said opposing walls to form a seal between said one of said walls and said lens.

6. A channel letter according to claim 5 wherein said retaining means comprises a plurality of retainers each of which has an attachment portion for attachment to said enclosure and a retaining portion for fitting around an edge of said lens.

7. A channel letter according to claim 5 wherein said retaining means comprises a plurality of retainers each of which has an attachment portion for attachment to said enclosure and a retaining portion glued to a surface of said lens.

8. A channel letter comprising

an enclosure having walls defining the figuration of said letter and having  
an open front,

    said walls having an inner surface, a rearward end and a forward end,  
    a planar transparent lens having a forward surface, a rearward surface  
and an outer edge in said shape of said letter and said outer edge sized to fit  
within said walls of said enclosure,

    means on said inner surface of said walls and spaced from said forward  
end said means for abutting against an inner surface of said lens,

    a sealing means attached only to said transparent lens and located  
between said outer edge of said lens and said inner surface of said walls of said  
enclosure,

    retainer means contacting said forward surface of said lens for retaining  
said lens within said enclosure,

    a light source within said enclosure.

9. A channel letter in accordance with claim 8 wherein said sealing means  
extends along all of said outer edge of said lens.

10. A channel letter in accordance with claim 8 wherein said retaining  
means is attached against said inner surface of said walls.